

Exhibit 26
(Excerpt)
(Redacted)

In the Matter Of:

United States of America v

Google, LLC

PAUL ROBERT MILGROM, PH.D.

March 04, 2024



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1 A. Okay.

2 Q. You cite it in Paragraph 453 in the

3 first sentence.

4 Do you see that?

5 A. Yep.

6 Q. Have you reviewed the methodology

7 of this Advertiser Perceptions survey about UPR?

8 A. I have not, no.

9 Q. How many surveys have you designed?

10 A. I have never designed a survey.

11 Q. Do you have any specialized

12 expertise in survey design?

13 A. I do not have specialized expertise

14 in survey design.

15 Q. Which people answered questions in

16 response to the Advertiser Perceptions survey?

17 A. Well, let's see what I report here.

18 (Whereupon, the witness reviews the

19 material provided.)

20 THE WITNESS: Yes. I don't have

21 that information. I don't have any

22 details about the survey in front of me.

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1 BY ATTORNEY VERNON:

2 Q. Do you know whether Google had a

3 role in designing the questions about UPR in the

4 Advertiser Perceptions study -- survey?

5 A. I do not require -- I do not recall

6 -- don't recall any details, actually, about the

7 -- the survey.

8 Q. Is it fair to say that you have not

9 closely studied the Advertiser Perceptions survey

10 that relates to UPR?

11 ATTORNEY EWALT: Objection to

12 form and foundation.

13 THE WITNESS: I have not closely

14 studied. I'm merely citing its result.

15 BY ATTORNEY VERNON:

16 Q. I'm sorry. Can you say that --

17 okay. I get it.

██

██

██

████████████████████

██

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1 Q. You're aware that UPR was

2 instituted at the same time as several other

3 changes, including the shift to the Unified

4 First-Price Auction and the removal of last look?

5 A. That the Unified First-Price

6 Auction removes last look -- yes. I don't

7 consider that a separate change but, yes, the --

8 the UPR and UFPA were introduced simultaneously.

9 Q. It might be difficult for a

10 publisher to figure out the impact that UPR had

11 on its business when other changes happened at

12 the same time?

13 ATTORNEY EWALT: Objection to

14 form.

15 THE WITNESS: Well, from the --

16 that UPR had on its business?

17 Well, there's several changes

18 going on at the same time. And -- and

19 exactly -- I don't have the questions in

20 front of me that were being answered, so

21 I -- I really can't say more about it.

22

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1 BY ATTORNEY VERNON:

2 Q. Is it fair to say that it might be

3 difficult for a publisher to figure out the

4 impact that UPR had on its business when other

5 changes happened at the same time?

6 A. I -- I think that what is going on

7 with UPR and UFPA taking place at the same time

██

██

██

11 exchange, and these things are -- it -- it is

12 trying to do something that is -- that is

13 beneficial and being demanded by publishers

14 without harming its advertisers.

15 The -- whichever way you read this,

16 the -- the benefit to advertisers was important,

17 and the -- the -- the benefit -- it's an

18 exchange. Benefiting advertisers and publishers

19 was important. And this package, if you had

20 taken it away, would have been harmful to

21 advertisers.

22 And we want to know if it's harmful